

Office of Research, Impact and Postgraduate Studies

presents a **Postgraduate Seminar** titled

Conversations with Experts on the Relevance of Corporate Entrepreneurship (CE) and Disruptive Business Model Innovation (DBMI) for Adoption in the Local Print Media

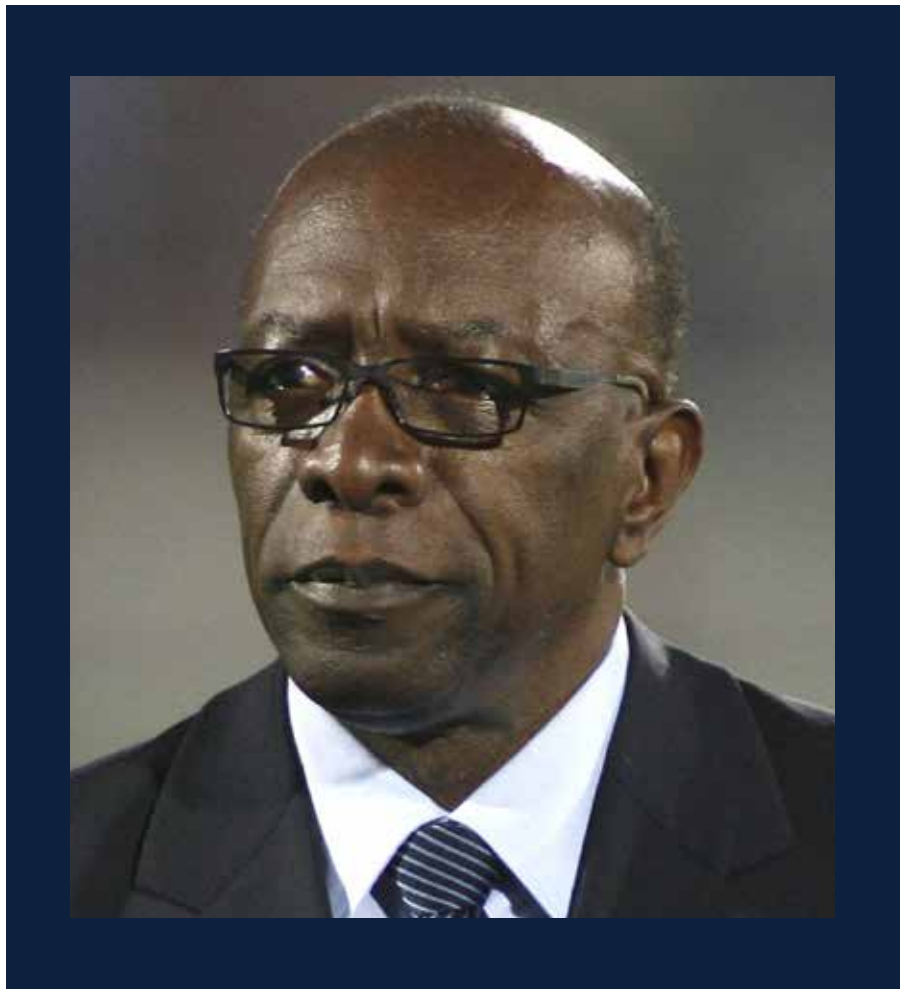
by **Mr Jack Warner**

Traditional newspaper organisations struggle with adapting to digital changes, impacting their relevance and financial performance. Similarly, the local print media industry faces significant challenges due to digital disruption. This study investigates the role of Corporate Entrepreneurship (CE) and Disruptive Business Model Innovation (DBMI) in enhancing business viability and sustainability.

A mixed-methods research design was used, encompassing surveys and interviews with industry experts where quantitative and qualitative data were analysed to triangulate findings.

The study revealed that CE and DBMI are recognised as key drivers in the print media internationally and are essential for the survival and growth of newspaper organisations. These key drivers include technological advancements and changing consumer behaviours, while challenges are associated with high costs and resistance to change.

Quantitative analyses of three (3) previous studies (surveys, focus groups and interviews with experts) alluded to the critical role of these drivers in decision-making for local print media management. Triangulation through expert interviews re-confirmed that the findings of the studies and underscored the importance of this approach, which also validated the hypotheses.



Born in Rio Claro; raised and schooled in Longdenville, **Mr JACK WARNER** is a demonstrated achiever with exceptional knowledge of international affairs.

He was educated at Presentation College, Chaguanas and pursued higher education at Mausica Teacher’s College where he graduated as a teacher; and at the University of the West Indies, St. Augustine Campus where he earned a Bachelor of Arts Degree and a Diploma in International Relations. In 2015 he earned a Master of Business Administration from Anglia Ruskin University under the auspices of the School of Accounting and Management, St. Augustine.

Jack Warner’s career spans over six decades with many accomplishments and firsts in such diverse fields as football, real estate, business, politics, government, and most recently the media, as publisher of the Sunshine Today, one of only two weekly newspaper publications in Trinidad and Tobago today.

He acted as Prime Minister of Trinidad and Tobago on at least four occasions; and during his three-year stint in government, was consistently voted the best and hardest working Minister of Government and Member of Parliament.

He is a politician extraordinaire, who will be accepted in the history of the politics of this country, as the first person to resign his seat and successfully re-contest that same seat outside of the traditional local political structure. He is the founder of a political party that contested a local government election four months after its formation, and was able to not just capture over 100,000 votes, but also have representation in four of the country’s regional borough corporations.

Thus far, he has two biographies on the book shelves – “Upwards through the Night” and “From Zero to Hero”, both written by Valentino Singh. More recently he is involved in the popular game of All Fours where the team he founded competes throughout length and breadth of Trinidad and Tobago. In whatever spare time he has, he reads all genres and enjoys looking at old westerns.

He is currently pursuing his Doctor of Philosophy at The University of Trinidad and Tobago, on the topic of survival of weekly newspapers in Trinidad and Tobago.

Wednesday 27th November, 2024 at 2:30 p.m.

zoom | **CLICK HERE** to register